ABSTRACT OF THE DISCLOSURE

The present invention provides a method for retrieving images by content measure metadata encoding. The method includes measuring selected features of a first object to form a first measurement information, encoding the first measurement information in metadata elements of a first hypertext markup language (HTML) document comprising a link to the first object, measuring selected features of a second object to form a second measurement information, encoding the second measurement information in metadata elements of a second hypertext markup language (HTML) document comprising a link to the second object, and retrieving the second object in response to the difference between the first measurement information of the first HTML document and the second measurement information of the second HTML document being less than or equal to a threshold difference value.